Improving Survey Questions: Design and Evaluation (Applied Social Research Methods)

By Floyd J. Fowler

Improving Survey Questions: Design and Evaluation (Applied Social Research Methods) By Floyd J. Fowler

What is a good question? Although there are several potential sources for error in survey data, the validity of surveys is dependent upon the design of the question asked. This invaluable book shows how to word and format questions that will evoke the kind of answers for which they are designed and how to evaluate empirically survey questions. In addition, the book covers how to write good questions aimed at collecting information about objective facts and events, measuring subjective phenomena, some alternative methods for attacking common measurement problems, how to evaluate the extent to which questions are consistently understood and administered, and how to evaluate the data resulting from a set of questions.

Download Improving Survey Questions: Design and Evaluation ...pdf

Read Online Improving Survey Questions: Design and Evaluatio ...pdf

Improving Survey Questions: Design and Evaluation (Applied Social Research Methods)

By Floyd J. Fowler

Improving Survey Questions: Design and Evaluation (Applied Social Research Methods) By Floyd J. Fowler

What is a good question? Although there are several potential sources for error in survey data, the validity of surveys is dependent upon the design of the question asked. This invaluable book shows how to word and format questions that will evoke the kind of answers for which they are designed and how to evaluate empirically survey questions. In addition, the book covers how to write good questions aimed at collecting information about objective facts and events, measuring subjective phenomena, some alternative methods for attacking common measurement problems, how to evaluate the extent to which questions are consistently understood and administered, and how to evaluate the data resulting from a set of questions.

Improving Survey Questions: Design and Evaluation (Applied Social Research Methods) By Floyd J. Fowler Bibliography

- Rank: #4239187 in Books
- Published on: 1995-08-08
- Original language: English
- Number of items: 1
- Dimensions: .83" h x 5.71" w x 8.84" l,
- Binding: Hardcover
- 200 pages

Editorial Review

About the Author
Floyd J. Fowler, Jr. is a graduate of Wesleyan University and received a PhD from the University of Michigan in 1966. A Senior Research Fellow at the Center for Survey Research at the University of Massachusetts Boston since 1971, he was Director of the Center for 14 years. Dr. Fowler is the author or co-author of four textbooks on survey methods, including *Survey Research Methods, Improving Survey Questions, Standardized Survey Interviewing* (with Mangione), and *Survey Methodology* (with Groves, Couper, Lepkowski, et. al), as well as numerous research papers and monographs. His recent work has focused on studies of question design and evaluation techniques and applying survey methods to studies of medical care.

Users Review

From reader reviews:

John Drew:

Inside other case, little persons like to read book Improving Survey Questions: Design and Evaluation (Applied Social Research Methods). You can choose the best book if you'd prefer reading a book. So long as we know about how is important a book Improving Survey Questions: Design and Evaluation (Applied Social Research Methods). You can add understanding and of course you can around the world by just a book. Absolutely right, because from book you can learn everything! From your country until finally foreign or abroad you will end up known. About simple point until wonderful thing you are able to know that. In this era, we can easily open a book or perhaps searching by internet device. It is called e-book. You need to use it when you feel weary to go to the library. Let's learn.

Bethany Christiansen:

Book is written, printed, or illustrated for everything. You can recognize everything you want by a publication. Book has a different type. To be sure that book is important issue to bring us around the world. Next to that you can your reading expertise was fluently. A book Improving Survey Questions: Design and Evaluation (Applied Social Research Methods) will make you to end up being smarter. You can feel more confidence if you can know about everything. But some of you think this open or reading a book make you bored. It is not make you fun. Why they can be thought like that? Have you searching for best book or ideal book with you?

Kelly Gomes:

The guide untitled Improving Survey Questions: Design and Evaluation (Applied Social Research Methods) is the guide that recommended to you to see. You can see the quality of the book content that will be shown to anyone. The language that author use to explained their way of doing something is easily to understand.

The article writer was did a lot of investigation when write the book, and so the information that they share to you is absolutely accurate. You also could get the e-book of Improving Survey Questions: Design and Evaluation (Applied Social Research Methods) from the publisher to make you much more enjoy free time.

Dwight McBride:

Do you one of the book lovers? If so, do you ever feeling doubt when you are in the book store? Attempt to pick one book that you just dont know the inside because don't judge book by its include may doesn't work is difficult job because you are frightened that the inside maybe not seeing that fantastic as in the outside appear likes. Maybe you answer can be Improving Survey Questions: Design and Evaluation (Applied Social Research Methods) why because the wonderful cover that make you consider regarding the content will not disappoint anyone. The inside or content is actually fantastic as the outside or cover. Your reading sixth sense will directly guide you to pick up this book.

Download and Read Online Improving Survey Questions: Design and Evaluation (Applied Social Research Methods) By Floyd J. Fowler #74LC3Z1V59P

Read Improving Survey Questions: Design and Evaluation (Applied Social Research Methods) By Floyd J. Fowler for online ebook

Improving Survey Questions: Design and Evaluation (Applied Social Research Methods) By Floyd J. Fowler Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Improving Survey Questions: Design and Evaluation (Applied Social Research Methods) By Floyd J. Fowler books to read online.

Online Improving Survey Questions: Design and Evaluation (Applied Social Research Methods) By Floyd J. Fowler ebook PDF download

Improving Survey Questions: Design and Evaluation (Applied Social Research Methods) By Floyd J. Fowler Doc

Improving Survey Questions: Design and Evaluation (Applied Social Research Methods) By Floyd J. Fowler Mobipocket

Improving Survey Questions: Design and Evaluation (Applied Social Research Methods) By Floyd J. Fowler EPub

74LC3Z1V59P: Improving Survey Questions: Design and Evaluation (Applied Social Research Methods) By Floyd J. Fowler